

ALDERBURY BRANCH Mid-WINTER 2015 NEWS LETTER

RBL Fund Raising Campaign

Attached are details of a door to door fund raising campaign for the Poppy Appeal by the Legion. As the document emphasises the canvassers are trained and will have proof of identity. However, we felt it necessary to forewarn you of the campaign.

Publicity

There is a measure of public perception of charities called the Harris Charity Brand Index. The index is based on a survey of 4,000 adults who were asked to give their impressions of charities they were aware of, their relevance, whether they trusted them and how likely they were to donate to them. The Legion was ranked in second place beaten only by Cancer Research UK. The Legion is sometimes compared unfavourably with Help for Heroes, but the Charity Brand Index places them at number 9, seven spots below the Legion.

Battlefield Tour

Following the success of 2014 battlefield tour to Ypres, the Shrewton Branch has asked Christopher Newbould to organise and lead another next year. The tour is planned for 22-25 May 2015 and will cover iconic locations of the Great War in France in which our local regiments took part. These will include:

- Loos 1915 – where the British first used poison gas against the Germans.
- Fromelles 1916 – an attack to divert German attention from the Somme. The Fromelles (Pheasant Wood) Military Cemetery is the first new war cemetery to be built by the Commonwealth War Graves Commission in fifty years and was dedicated in 2010.
- Somme 1916 – where valuable experience was gained - but at a heavy price.
- Vimy 1917 – where the tide began to turn with a famous Canadian victory.

The tour is open to all Wiltshire RBL members and their friends but there will be a limit of 35 on numbers to avoid a crowded coach. Anyone with an interest is invited to contact Christopher Newbould on c.newbould@spiritofremembrance.com

Newsletters by email

If you would be happy to receive newsletters by email then please email your address to the Secretary.

Alan Shaw

Secretary

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Birchdale, The Green, Pitton SP5 1DZ

ATTACHMENT

POPPY LOTTERY FUNDRAISING ON THE DOORSTEP

The Royal British Legion's Poppy Lottery team are visiting homes in specified areas of the UK to introduce the Legion's fundraising weekly lottery and ask residents to consider playing whilst supporting the vital work of the Legion.

The details of the Lottery and this campaign are as follows:

- Each entry to the lottery costs £1 per week and supporters can pay by monthly direct debit or annual/biannual regular Credit/Debit Card payment.
- There are 200 cash prizes each week up to £2,000 and there are quarterly draws with first prizes of £15,000 or £20,000.
- The campaign is proving to be a great success, generating over 80k draw entries since it began in 2008, over £6.1million net income.
- The lottery allows the Legion to raise vital funds for our service and ex-service community, as well as making a difference to the lives of those who support and take part in our fundraising efforts.
- Once players are recruited, running the lottery is extremely cost-effective.
- The door to door campaign is part of a wider communications strategy which also includes telemarketing, direct mail, doordrops, inserts and advertising.

- Information about the lottery on our website is at: www.britishlegion.org.uk/poppylottery

The Poppy Lottery door-to-door team are trained professional fundraisers who wear branded RBL clothing and have official identification badges. Any complaints we receive from residents are investigated and acted upon. The main query we get is whether the lottery is genuine, which is where positive communications from Branches can allay these concerns.

The campaign is currently operating in the following postcode locations:

Team	Postcodes
South	<ul style="list-style-type: none">• SN1, SN8, SN9, SN10• SP1, SP2, SP3, SP4, SP5, SP7, SP9, SP11

- It is not a legal requirement to do so, but the local police stations are informed that the campaign is operating in the area. However please note that this information is not necessarily cascaded to the officers. If a resident wants to verify the campaign, the best route would be via the Legion locally or by calling the main head office phone number.

- If a resident is not comfortable completing their entry with the fundraiser, the fundraiser will either leave the form with the resident to complete and return themselves, or leave a calling card which contains details of other ways to enter the lottery, including via our website and phone number. It is preferable for the resident to complete the paperwork at the time of the fundraiser's visit, because otherwise it tends to get forgotten, forms get lost etc. This is why they are encouraged to complete the form immediately if they are interested and hand it back to the fundraiser, rather than the fundraiser simply distributing forms to residents.

- Residents who enter the lottery are given a lottery ticket which contains their unique draw number, the address of the lottery office in Lancashire, the helpline number and web address. The lottery office is run by a company called Starvale who operate the lottery. Starvale are experts in lottery management and hold all the specialist lottery management licences. The Lottery helpline number is: 01524 752 904

- Within 3 weeks of entering the lottery, residents will receive confirmation of their entry and payment arrangements in the post too.

The Legion's branches are recognised as a strong and trusted part of our community, therefore we hope if a branch is contacted regarding Poppy Lottery they will reassure residents that the programme is a long-term fundraising activity which generates significant benefits to those in need as well as those who play the Lottery.

Please note that county offices, including County Secretaries and Community Fundraisers, have been briefed about the campaign and the locations it is operating in. Branch personnel seeking verification should contact their county office staff in the first instance.

The postcode areas can also be found on our website www.britishlegion.org.uk/get-involved/fundraising/door-to-door-fundraising and for Legion staff the briefing documents are published on the intranet.

Thank you for your support with this important fundraising initiative.

Contact:

The Poppy Lottery helpline: 01524 752904

Campaign Manager: Lorna Robertson-Reed | Tel: 0203 207 2261 | Email: lrreed@britishlegion.org.uk

Campaign Co-ordinator: Tegan Berry | Tel: 0203 207 2228 | Email: tberry@britishlegion.org.uk